

WHAT IS CLAIMED IS:

1. A computer-implemented method of cross-selling products based on a system for sale to a customer, comprising:
 - for each selection by a user of a product from a product information source, receiving an order representing a state of a system based on the user selections;
 - for each order, determining whether the order qualifies for one or more cross-sell products; and
 - if so, presenting the one or more cross-sell products to the user, wherein each of the one or more cross-sell products presented to the user is offered at a discount based on the state of the system.
2. The method of claim 1, wherein at least one of each order has been processed to ensure that the state of the system is valid.
3. The method of claim 1, wherein at least one of each order has been validated to ensure that the individual products selected by the user from the product information source for the system are compatible and to ensure that the system is properly configured with products necessary for proper operation.
4. The method of claim 1, wherein determining whether the order qualifies for one or more cross-sell products comprises applying matching logic to the order to determine whether the order satisfies predefined conditions.
5. The method of claim 1, further comprising calculating a price of at least one iterative order.
6. The method of claim 1, wherein each of the one or more cross-sell products presented to the user is offered at a discount based on the state of the system.

7. The method of claim 1, wherein presenting the one or more cross-sell products to the user comprises displaying a notification to the user in a graphical user interface.

8. The method of claim 7, wherein, for at least one of the one or more cross-sell products, the notification comprises a selectable graphical element for invoking a configuration wizard adapted to facilitate adding the at least one of the one or more cross-sell products to the system.

9. A computer-implemented method of cross-selling products based on a system for sale to a customer, comprising:

receiving, from a user, product selections defining the system;

configuring the product selections to represent a configured state of the system based on the product selections;

for each product selection, outputting an order representing the configured state of the system; and

for each order, determining whether the order qualifies for one or more cross-sell products; and

if so, presenting the one or more cross-sell products to the user, wherein each of the one or more cross-sell products presented to the user is offered at a discount based on the state of the system.

10. The method of claim 9, wherein, for at least one of the one or more cross-sell products, the notification comprises a selectable graphical element for invoking a configuration wizard adapted to facilitate adding the at least one of the one or more cross-sell products to the system.

11. The method of claim 9, wherein determining whether the order qualifies for one or more cross-sell products comprises applying matching logic to the order to determine whether the order satisfies predefined conditions.

12. The method of claim 9, further comprising validating at least one order to ensure that the individual products selected by the user are compatible and to ensure that the system is properly configured with products necessary for proper operation.

13. The method of claim 12, wherein the validating is performed subsequent to determining whether the order qualifies for one or more cross-sell products.

14. The method of claim 9, wherein presenting the one or more cross-sell products to the user comprises displaying a notification to the user in a graphical user interface.

15. The method of claim 14, wherein, for at least one of the one or more cross-sell products, the notification comprises a selectable graphical element for invoking a configuration wizard adapted to facilitate adding the at least one of the one or more cross-sell products to the system.

16. A computer readable medium containing a program which, when executed, performs an operation for cross-selling products based on a system for sale to a customer, the operation comprising:

- iteratively receiving an order representing a state of a system based on selections by a user;

- for each iterative order, applying matching logic to determine whether the order qualifies for one or more cross-sell products; and

- if the order qualifies, presenting the one or more cross-sell products to the user, wherein each of the one or more cross-sell products presented to the user is offered at a discount based on the state of the system.

17. The computer readable medium of claim 16, wherein each iterative order is output by a configuration tool adapted to:

- receive, from the user, product selections defining the system;

configure the product selections to represent the state of the system based on the product selections;

for each product selection, output the order representing the state of the system.

18. The computer readable medium of claim 16, wherein at least one iterative order is processed to ensure that the state of the system is valid.

19. The computer readable medium of claim 16, the operation further comprising validating the state of the system to ensure that the individual products selected by the user are compatible and to ensure that the system is properly configured with products necessary for proper operation.

20. The computer readable medium of claim 16, wherein applying matching logic comprises determining whether the order satisfies predefined conditions.

21. The computer readable medium of claim 16, wherein presenting the one or more cross-sell products to the user comprises displaying a notification to the user in a graphical user interface.

22. The computer readable medium of claim 21, wherein, for at least one of the one or more cross-sell products, the notification comprises a selectable graphical element for invoking a configuration wizard adapted to facilitate adding the at least one of the one or more cross-sell products to the system.

23. The computer readable medium of claim 16, the operation further comprising calculating a price of at least one iterative order.

24. A sales system for configuring a computer system for sale to a customer, comprising:

- (a) a source of product information for a plurality of products to create the computer system;
- (b) a source of cross-sell product information for a plurality of cross-sell products each being related to a configured state of the computer system;
- (c) a cross-sell analyzer configured to:
 - iteratively take as input configured orders, each representing the configured state of the computer system based on user selections from at least the source of product information; and
 - for each order, apply matching logic to determine whether the order qualifies for one or more of the plurality of cross-sell products; and
 - if the order qualifies, presenting the one or more qualifying cross-sell products to the user, whereby the user avoids a burden of manually identifying the one or more qualifying cross-sell products; and
- (d) a pricing engine configured to calculate a price of the computer system in the configured state.

25. The system of claim 24, wherein each of the one or more qualifying cross-sell products presented to the user is offered at a discount based on the state of the system.

26. The system of claim 24, wherein the source of product information and the source of cross-sell product information are the same information source.

27. The system of claim 24, wherein the source of product information and the source of cross-sell product information comprises product data and associated logic relating the product data to each other.

28. The system of claim 24, further comprising wherein applying matching logic comprises determining whether the order satisfies predefined conditions.

29. The system of claim 24, further comprising a graphical user interface configured to display available selections from each of the source of product information and the source of cross-sell product information and further configured to present the one or more qualifying cross-sell products to the user.

30. The system of claim 29, wherein the graphical user interface comprises a selectable graphical element for invoking a configuration wizard adapted to facilitate adding the one or more qualifying cross-sell products to the computer system.

31. The system of claim 24, further comprising a configuration tool adapted to:
receive, from the user, the user selections from at least the source of product information;
configure the user selections to represent the configured state of the computer system based on the user selections;
for each user selection, output the order representing the configured state of the computer system.

32. The system of claim 31, wherein the configuration tool is further adapted to validate the state of the computer system to ensure that the individual products selected by the user are compatible and to ensure that the computer system is properly configured with products necessary for proper operation.